

ARCHIE
SERIES

Archie's Pal

APPROVED
BY THE
COMICS
CODE



AUTHORITY

PDC

JULY

NO.
62

10¢

Jughead

I'M SICK OF BEING
THE GLUTTON OF
RIVERDALE HIGH!



FROM NOW ON
IT'S THREE MEALS
A DAY, ONLY!



TREASURE CHEST OF FUN



BIKE SPEEDOMETER
READS UP TO 50 M.P.H.

See how fast your riding!
Time yourself in racing and
see if you can better your
top speed. No gears, no com-
plicated mechanism. Fasten
to handle bars and go. Easy to
install.
No. 199

Only 75¢



YOU, TOO, CAN BE TOUGH
Master Jui Jitsu and you'll
win any fight. This book
gives all the grips, blocks, etc.
which are so effective
in counterattack. FREE book
on how to perform
strong man stunts also
included.
No. 224

1.00



JOY BUZZER
The most popular joke
novelty in years! Wind up
and wear it like a ring.
When you shake hands,
it almost raises the victim
off his feet with a
"shocking sensation."
Absolutely harmless.
No. 239

Only 50¢

THROW YOUR VOICE



Vento & Beck
Your chance to be a ventriloquist! Throw
your voice into books, behind doors, and
everywhere. Instrument hits in your mouth
and out of sight! You'll fool the doctor,
your friends, and your family and have
fun doing it. Free book on "How to Become
a Ventriloquist"
No. 177

25¢



SURPRISE PACKAGE
Are you willing to
take a chance? We
won't tell you what
you get, but because
you're willing to gam-
ble, we'll give you
more than your
money's worth.
No. 678

Only 50¢



WINDUP CUSHION

Place it on a chair under a
cushion; then watch the fun
when someone sits down! It
gives forth embarrassing
noises. Made of rubber, and
inflatable. A scream at parties
and gatherings.
No. 247

50¢



AMAZING MINIATURE RADIO

Tiny featherweight radio that operates
without batteries, without tubes, but
brings you years of listening pleasure.
Nothing to wear out or replace. Plays
indefinitely. Complete with own ear-
plug.
No. 044

4.98



FOAMING SUGAR

Looks just like real sugar,
but that's where the
resemblance stops. When
it's dropped in liquids,
they overflow and form
clouds of suds. Seems
as though it'll never
stop.

No. 549

only 25¢



**ELECTRIC MOTOR
Drives All Models**

Yes, now you can have an actual electric motor
for just 50¢. It sounds unbelievable, but it's
true. This compact little kit makes it a cinch
to build this high power unit. And the fun
you're going to get driving your model planes,
boats, etc. Comes complete with easy to follow
instructions for assembly.
No. 852

50¢



PHAROAH SERPENTS

Special pill that when
lighted forms 1 ft. snake.
Has a stunning effect on
the viewer. Can be
done casually, or as a
special trick.
Box of 10
No. 524

20¢



**24" RUBBER
SNAKE**

A gigantic 24" snake
that will curl and seem
to be alive! Throw it into
a crowd and watch the
fun start!
No. 941

91.50



SNOW STORM TABLETS

Just place one of these
on the end of a
burning cigarette,
and watch the snow fly.
It'll create a real indoor snow
blizzard.
No. 045

per pkg. 20¢



**MINIATURE
SECRET CAMERA**

Precision camera so small,
it fits in cigarette pack.
Weights 2 1/2 ounces and
takes 10 pictures per roll.
Photo on ground line
and time exposure shutter.
Can be hidden
anywhere.
Complete with free roll of
film.
No. 788

1.98



BUILD A BODY OF STEEL

Start Seeing Results in Just 30 Days
Pocket Gym will develop your chest, biceps,
triceps, neck, shoulders, stomach and legs.
In just 30 days, you'll begin to earn the
respect of all your friends—the admiration
of all the girls. You'll keep fit and fear no
one.
001.

1.00

ATOMIC SMOKE BOMB

Just light one and watch the
column of thick, white smoke
rise to the ceiling, mushroom-
ing into a dense cloud, just
like an A-Bomb.
No. 971

20¢



HOT CANDY

Looks like regular
candy, but it
sure doesn't taste like it.
Burns their mouth
when they eat it.
Pkg. of 3
No. 022

12¢



BITTER CIGARETTE

Dip the ends of a
cigarette into this
tobacco-colored
powder, and
watch the fun—
is it bitter!
No. 026

20¢



**SHRUNKEN
HEADS**

FANTASTIC! Looks
exactly like what
jungle head hunters
prepare. Something
new and startling to
hang in your car,
or in your room.
A horrible and un-
usual gift in a box.
617

75¢



AUTO BREAKER

Greatest gag in years! Place this
gadget inside any tail pipe
and watch the fun.
Sounds like the
transmission, fuel pump, and
whole rear end caved in.
Harmless, but a panic.
No. 687

75¢



BLACK CHEWING GUM

Sucker starts
chewing this ordinary-looking
gum and his mouth
and teeth turn black.
It's awful but harmless.
No. 570

25¢

Sorry, but we cannot ship orders totalling less than \$1.00.

Kindly add 15¢ for postage and handling to all orders.

MONEY BACK GUARANTEE

HONOR HOUSE PRODUCTS CORP., Lynbrook, N.Y.

Dept. KG-73

Rush me the items listed below. If I am not satisfied
I may return any part of my purchase after
10 days free trial for full refund of the purchase
price.

ITEM - NAME OF ITEM HOW MANY TOTAL PRICE

☐ I enclose _____ in full payment The
Honor House Products Corp. will pay postage.

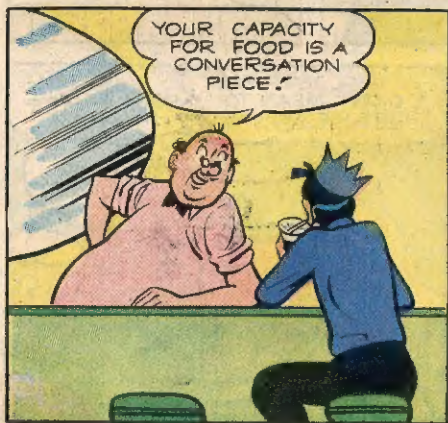
☐ Send C.O.D. I will pay postman on delivery
plus a few cents postage.

NAME

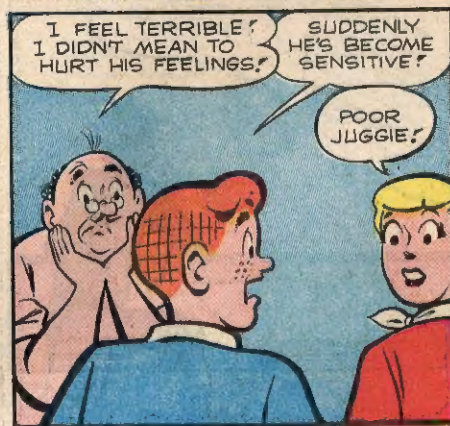
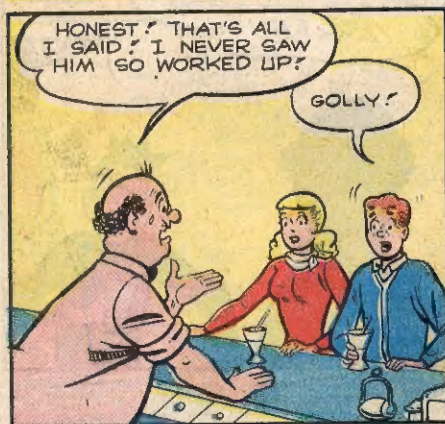
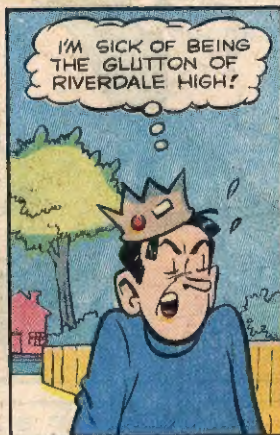
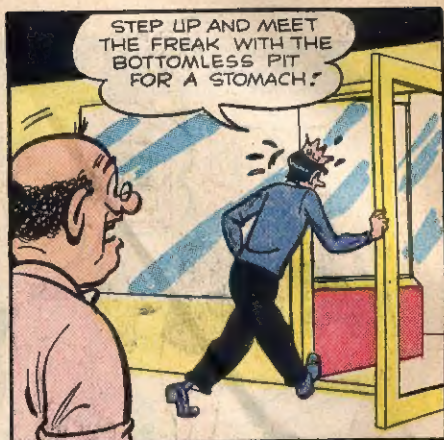
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Archie's Pal Jughead

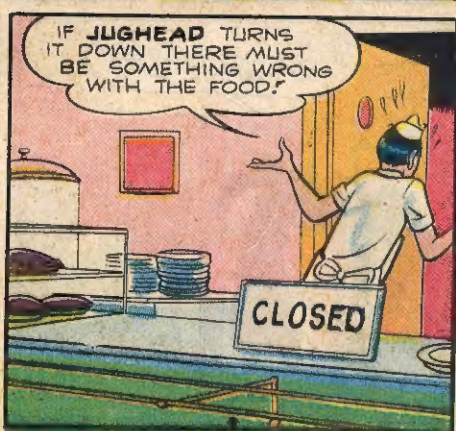
BRAIN FOOD

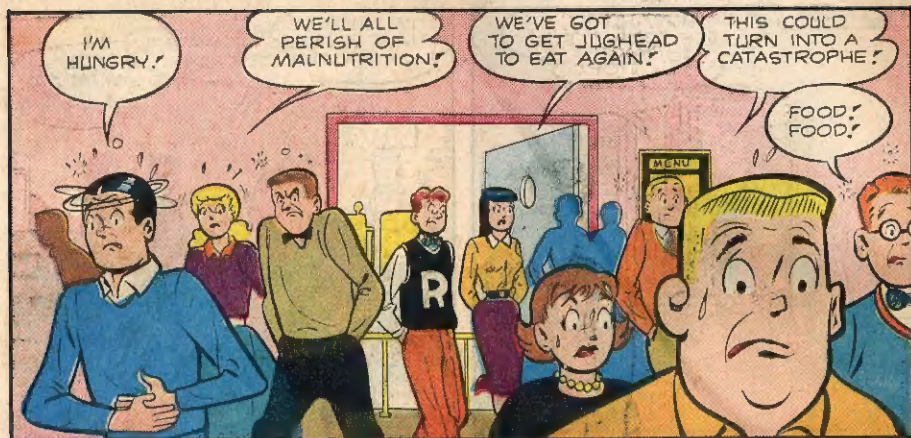


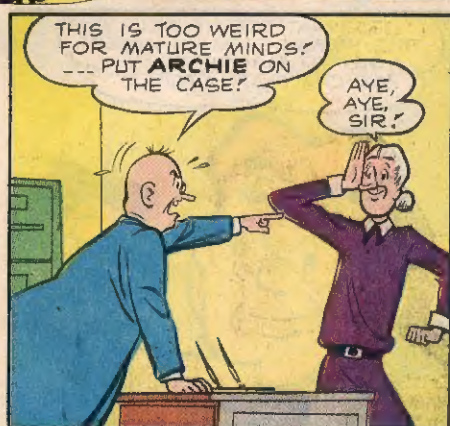
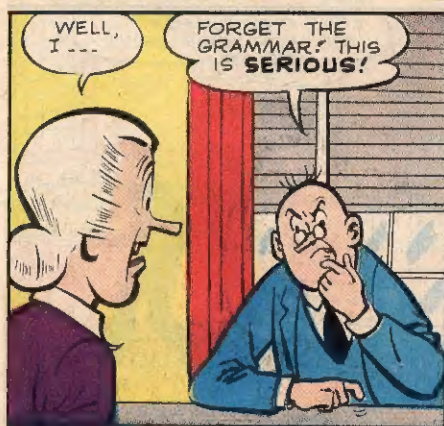
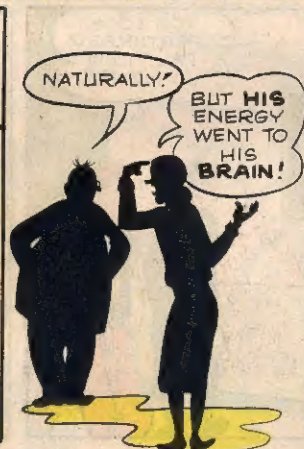
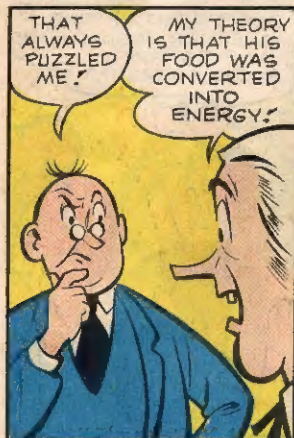
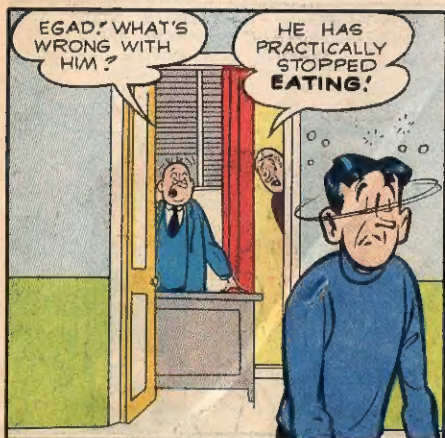
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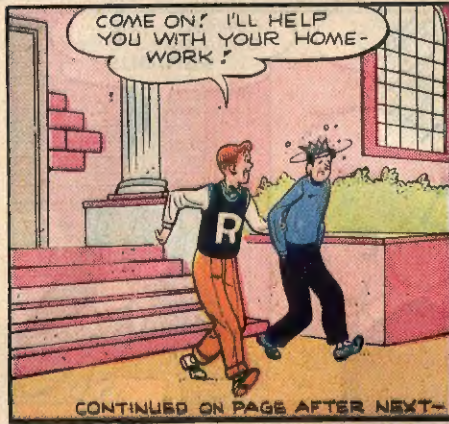
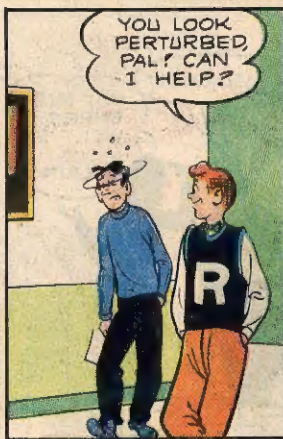


NEXT DAY









NEW

FIRE-ARROW

Columbia

**Sportiest!
Speediest!
Shiniest!**

You're missing half the fun if you don't ride
a Fire-Arrow. With its dash and dazzle, it makes you
a leader in your neighborhood!



AMERICA'S FIRST
SINCE 1877

CHECK THESE FIRE-ARROW FEATURES!

NEW Cantilever Frame.
NEW Columbia Aero-Tank with
Twin Headlights and Horn (Ber-
muda Bell on Girls' Models).
NEW Columbia front and rear
Spring Top Carriers in chrome
with truss-rod-bumper effect.
Front carrier attached to fork.
NEW Columbia-Name plastic
Grips with flattened top.

SPORTS BIKE
OF AMERICA

NEW Gold Mylar Trim on top
tube and chain guard.
NEW Two-Tone Saddle with
Crash-Rail and chrome hard-
ware.

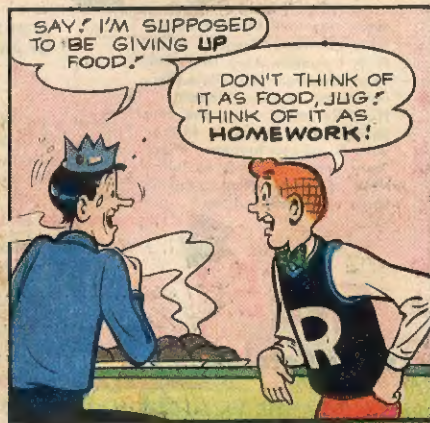
NEW Twin Headlight on Girls
Models.
NEW Bow Pedals with reflector
jewels.

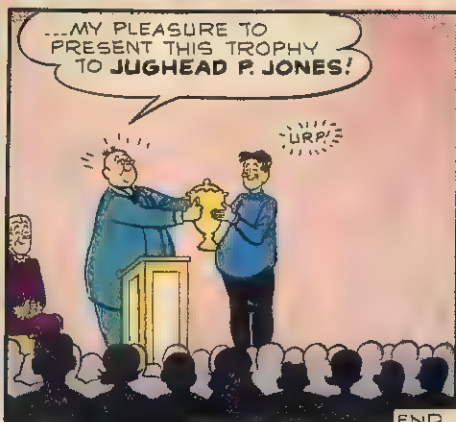
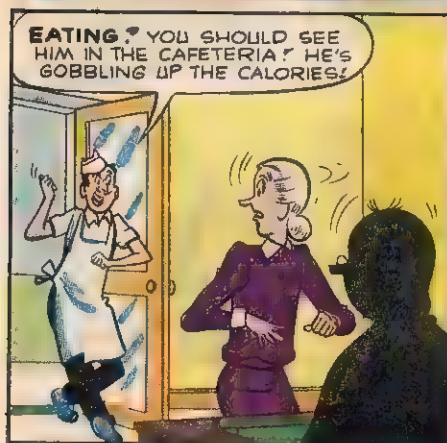
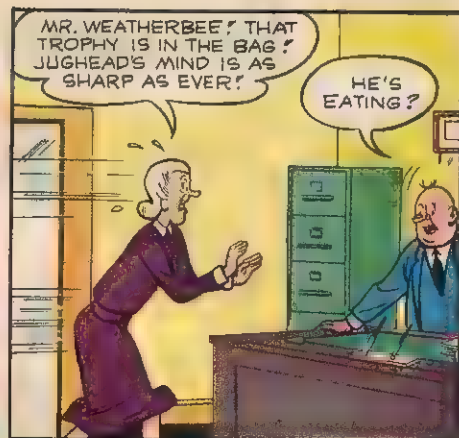
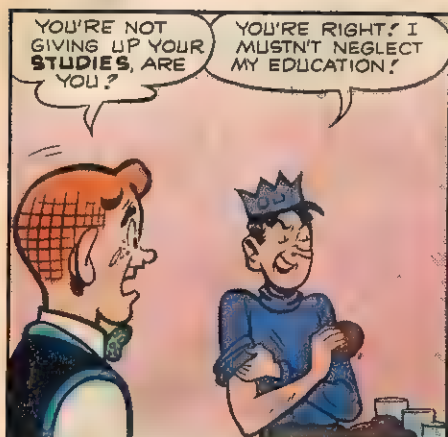
The Westfield Manufacturing Company, Westfield, Mass. DEPT. CS-40

FREE
color Catalog

Name
Address
City State Age

THE WESTFIELD MANUFACTURING COMPANY, Westfield, Massachusetts





END

TV Booster Makes All TV Sets Work Better



Improve TV reception! Our wonderful new device can improve reception from any TV antenna now available to consumers anywhere. For the first time you can enjoy really high class viewing at really low cost. This wonderful new device called TV BOOSTER will cost you nothing to run. No operating expenses whatsoever. Uses no electricity. Completely safe and it never wears out. Once applied you never have to see or touch it again. For the best reception you've ever seen at next to no cost, we guarantee greatly improved results. All stations in your viewing area can be better seen and you'll get the clearest pictures you have ever dreamed possible, sold on money back guarantee!

Give Your TV Set A Boost

You spent a fortune on your set and are spending even more repairing it. Every single year your TV repair bill gets larger. Every single year your reception gets worse and worse. Is this a vicious cycle? Not too often. It's the fault of your TV antenna! If you live indoors, you probably have a cheap three foot long rabbit ear antenna. With the two three-foot long pieces of wiring sticking out unsightly like a rabbit's ears. If you own your own home or live in an apartment you probably have a so-called large antenna on top of your roof, the cost to install it was probably about one third over and above the cost of your set or about \$100.00. And so what happens? Along comes a storm and down comes the poor antenna, after the storm you turn on your set and the whole mess with hay pictures is back again maybe worse!

Now: New Living TV Viewing

There is something that will help. Think of it. For years you've had to see washed out hay pictures on your TV screen but now you can use an antenna that's not 3, not 30, but hundreds of feet long. Now you don't get alarmed. Your antenna is already in your house. The wires in the walls will give your TV a boost you want and need so badly. All you need to put your house wiring to work for you is a little time, about two minutes. One magnificent simple device called TV BOOSTER can do this for you at an amazing low price of \$4.95. Use the wires in the walls of your home or apartment to boost your TV reception

Start Using Electronic Components That Put Pleasure Into TV Viewing!

The wiring in your home spreads out in every direction and can be put to work for you. These wires in your home pick up radio and TV signals from all directions in the same manner that radar picks up signals from thousands of miles away. It makes a wonderful TV booster.

Start Getting Maximum Pulling Power From Your Housewiring with TV Booster! Or Your Money Back

It works on any year, make or model TV set ever made. We guarantee you must be 100% satisfied or you get every cent back! It must boost your TV reception or your money back.

Amaze Your Family With Super TV Reception

To connect the TV BOOSTER to your set takes only about 2 minutes and a screw driver. You don't even get your hands dirty. You simply plug it into the nearest electric socket and connect its wires to your set and it's connected forever—anyone can do it. Just unplug your present antenna wires. Slip on the wires of TV BOOSTER and plug in its cord. Use your TV antenna and your TV BOOSTER. Now turn on the weakest channel, try reversing the plug and leave it in the socket in the way you get the clearest brightest picture. That's all there is to it! Every other channel will show you an amazing difference from pictures you have seen before—you will enjoy better sound and more living pictures than you have ever seen before. You'll begin to enjoy living TV better than you've ever dreamed possible or you get every cent

back. Try it—you are the sole judge. Your money back if not thrilled with results.



From The Latest Advancement In Radar Electronic Research To You, The Tops In TV Boosters!

Now with the latest developments of Electronic Radar Research comes breakthrough TV reception — Living so wonderful you'll say you can't believe your eyes. Send today for the miracle TV BOOSTER that will improve all television sets and turn them into Living TV. TV BOOSTER is sold only by mail and is not sold in stores. Don't delay — try it on our money back guarantee — send for it Today. Mail Coupon Now.

TV BOOSTER CO.
403 Market St., Newark, New Jersey

Dept. 137

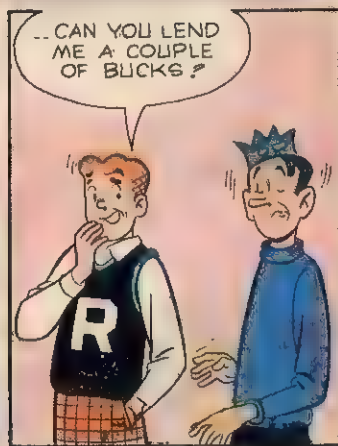
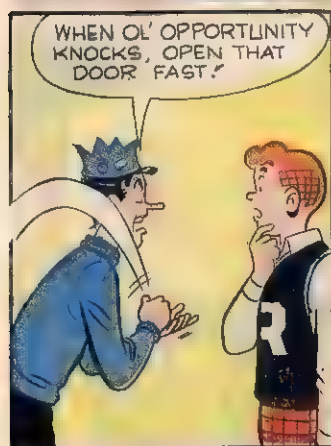
Rush my TV BOOSTER to try at your risk. I must be 100% satisfied or I can return it after a full week's trial and get my money back—I am to be the sole judge. I enclose \$4.95 cash, check or M.O., and postage prepaid. I save up to 75¢ postage by sending full payment with my order. I will also receive a written and dated guarantee with my order and I must be delighted with the reception of every single channel in my area or I get my money back. ☐ I ENCLOSE \$5.95. SEND DELUXE MODEL.

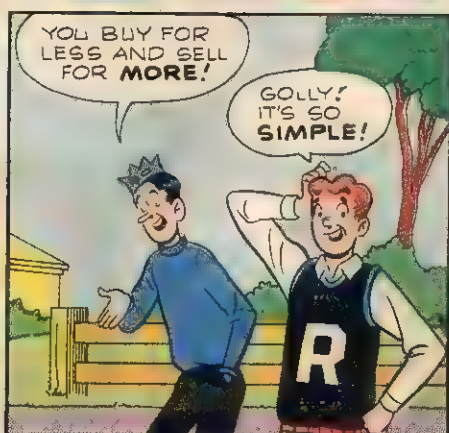
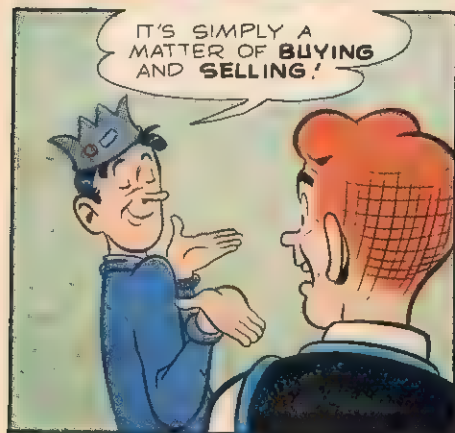
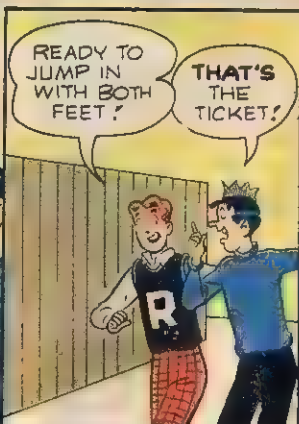
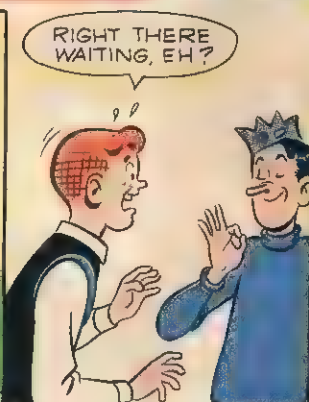
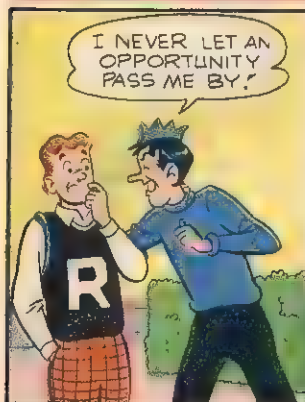
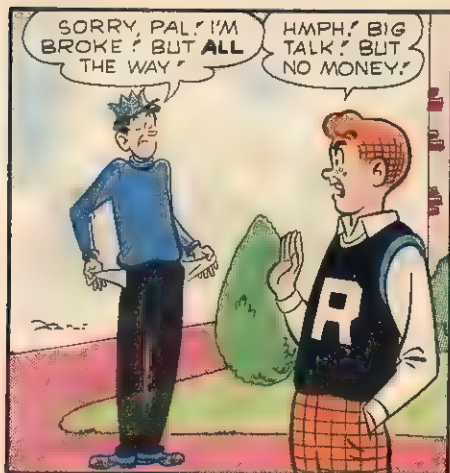
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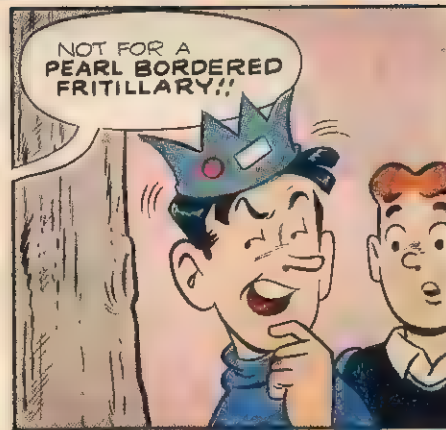
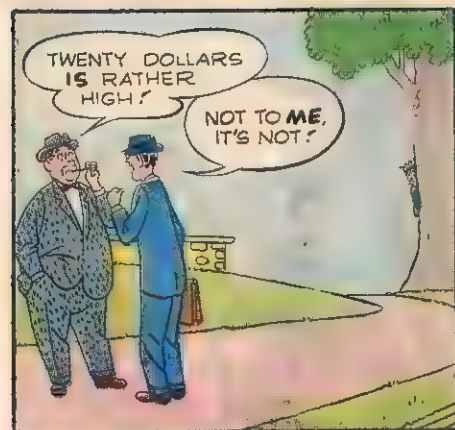
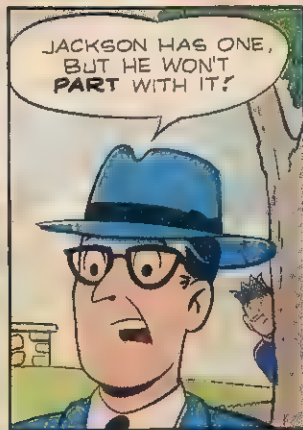
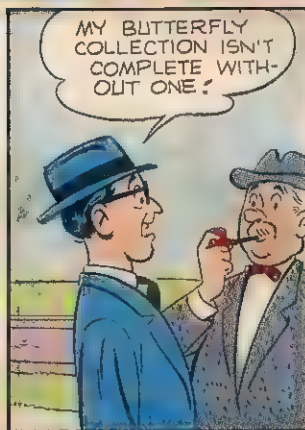
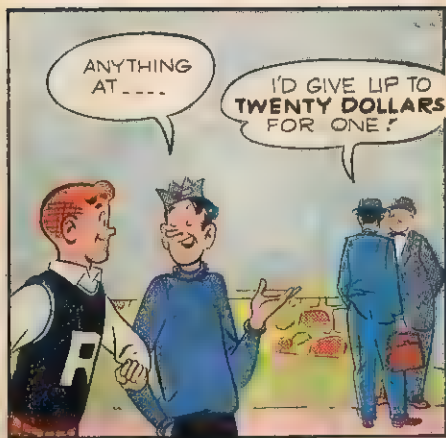
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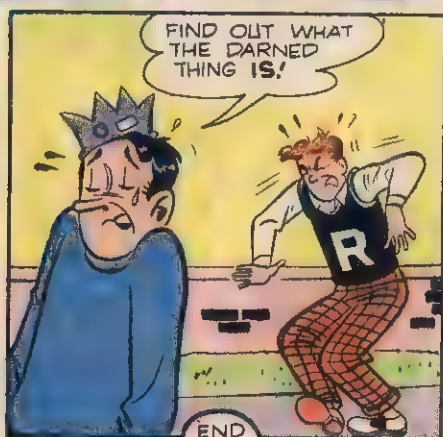
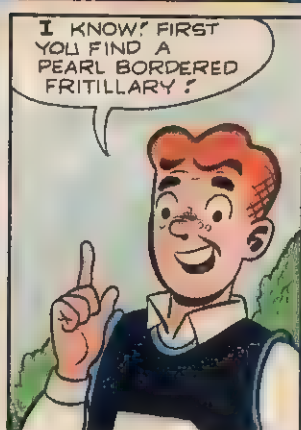
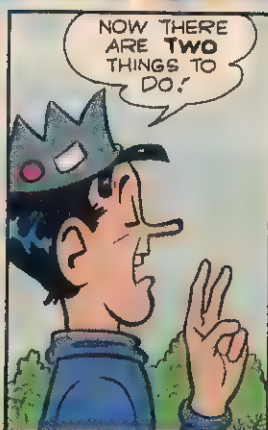
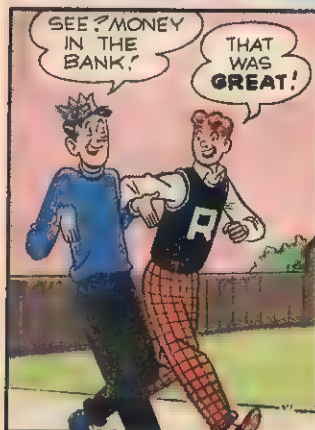
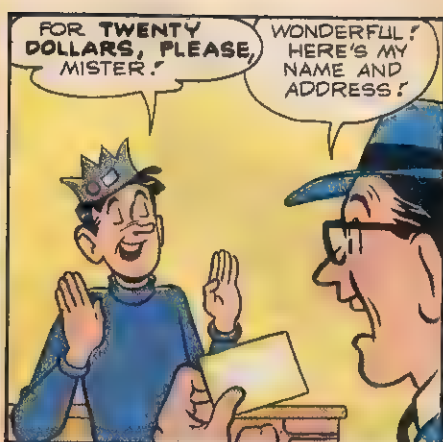
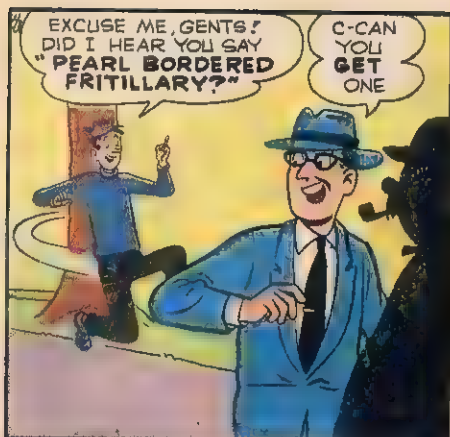
CITY _____

STATE _____









A BRIGHT NEW STAR

IN THE ARCHIE
GIANT SERIES

HERE'S A BRAND
NEW GIANT-SIZED
EDITION OF FUN-FILLED
STORIES AND FEATURES
YOU WON'T WANT TO
MISS!



GET ON OUR
PRE-PUBLICATION
LIST AND BE SURE
OF GETTING YOUR
SHARE OF OUR
SUMMER FUN!
JUST SEND
THE COUPON!

SEND
THIS
COUPON
NOW!

MAIL TO: **SUMMER FUN** 2
ROOM 603, 241 CHURCH ST.
NEW YORK 13, N.Y.

ENCLOSED PLEASE FIND 25¢ IN COIN (35¢
IN CANADA) FOR WHICH YOU WILL SEND
ME THE NEW **BETTY AND VERONICA**
SUMMER FUN AS SOON AS IT IS OFF
THE PRESS.

NAME _____ AGE _____
(PLEASE PRINT)

ADDRESS _____

CITY _____ STATE _____



Jughead "DOWN WITH DAMES"

THERE'S THIS GIRL IN MY CLASS THAT I'VE GOT A CRUSH ON!

WHAT'S WRONG, COUSIN SOUPHEAD? YOU LOOK LIKE YOU'VE GOT TROUBLE!

I HAVE!

I CARRIED HER BOOKS HOME FOR HER..

...AND BOUGHT HER ICE CREAM SODAS THREE TIMES.

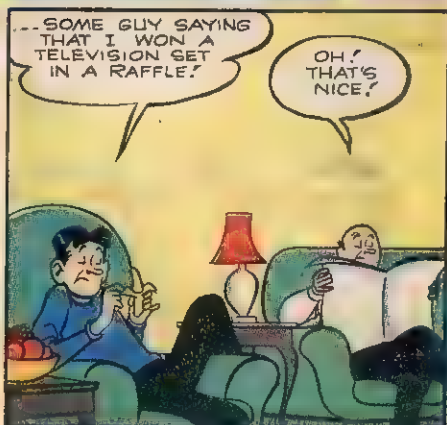
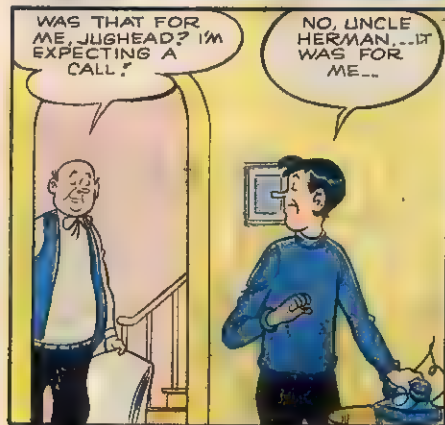
SO, D'YOU THINK IT WOULD BE OKAY FOR ME TO KISS HER?

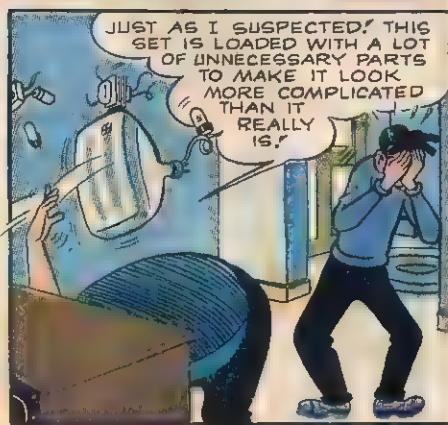
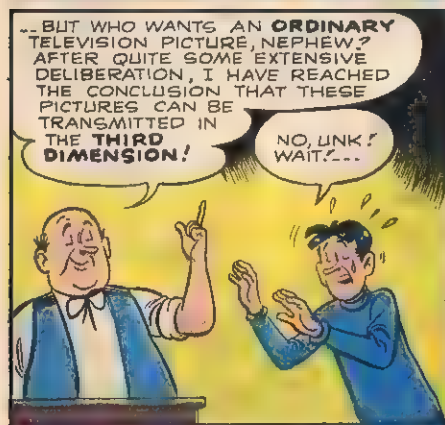
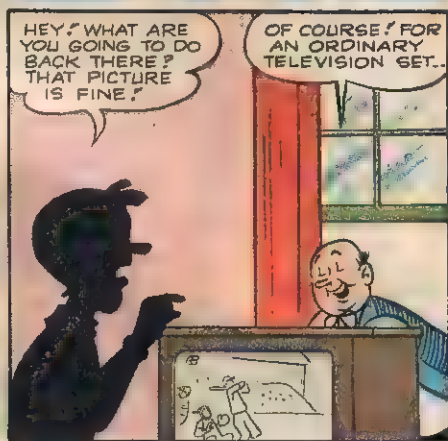
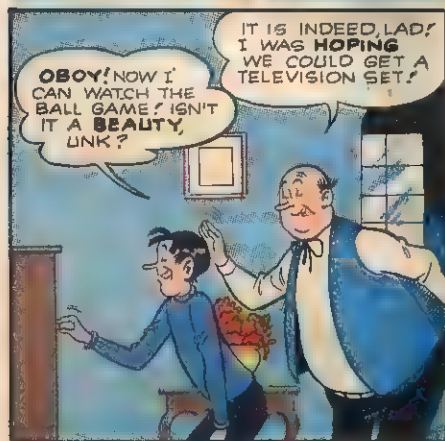
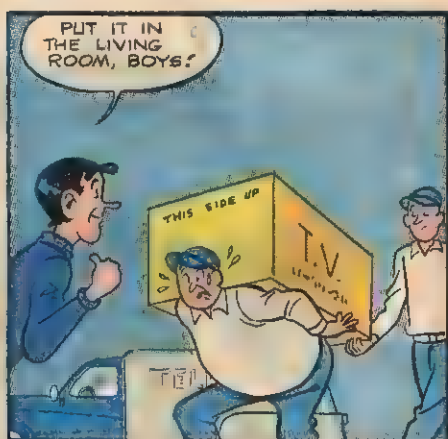
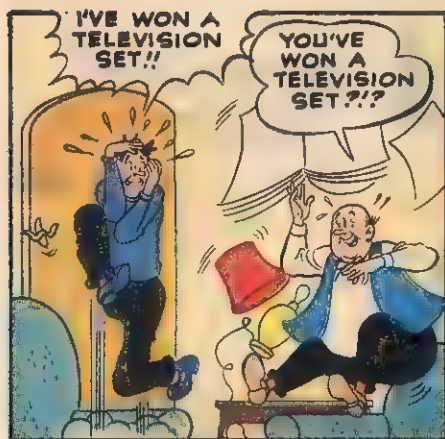
I SHOULD SAY **NOT!**

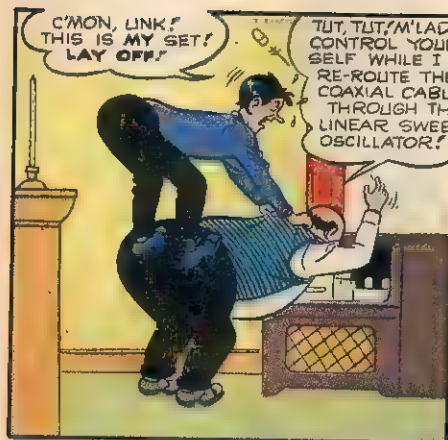
YOU'VE DONE TOO MUCH FOR HER ALREADY!

Jughead

DIMENSION INVENTION

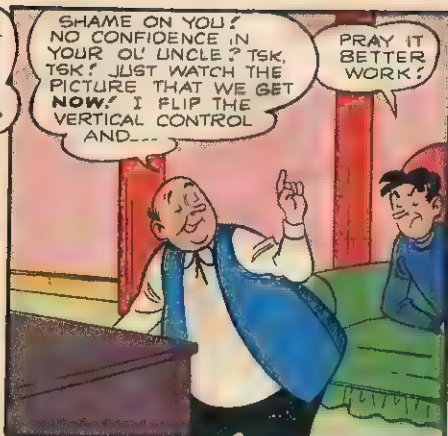






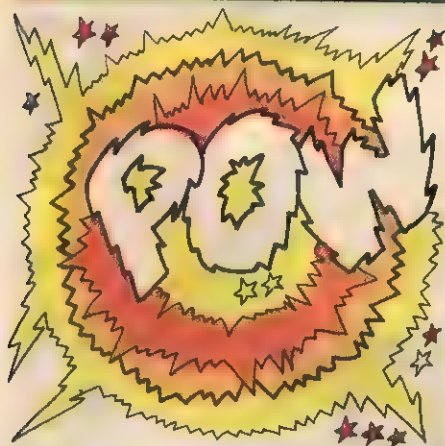
C'MON, UNK!
THIS IS MY SET!
LAY OFF!

TUT, TUT, M'LADY!
CONTROL YOURSELF WHILE I
RE-ROUTE THE COAXIAL CABLE
THROUGH THE LINEAR SWEEP
OSCILLATOR!



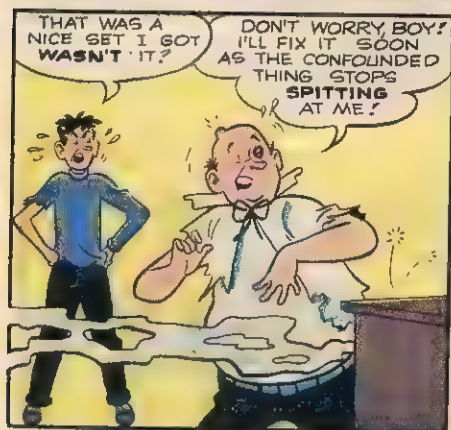
SHAME ON YOU!
NO CONFIDENCE IN
YOUR OL' UNCLE? TSK,
TSK! JUST WATCH THE
PICTURE THAT WE GET
NOW! I FLIP THE
VERTICAL CONTROL
AND---

PRAY IT
BETTER
WORK!



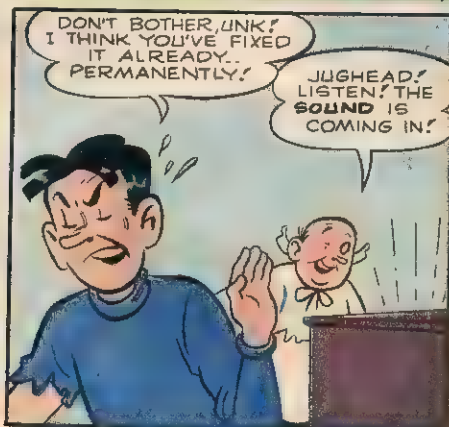
I'VE GOT A
FEELING THAT
SOMETHING
WENT WRONG!

WHY
DO YOU
SAY
THAT?



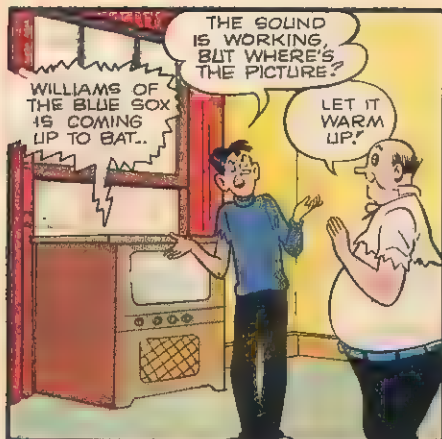
THAT WAS A
NICE GET I GOT
WASN'T IT?

DON'T WORRY, BOY!
I'LL FIX IT SOON
AS THE CONFOUNDED
THING STOPS
SPITTING
AT ME!

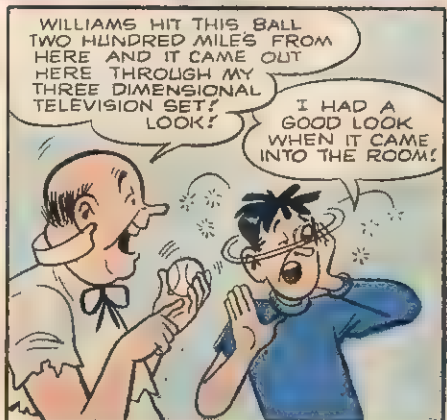
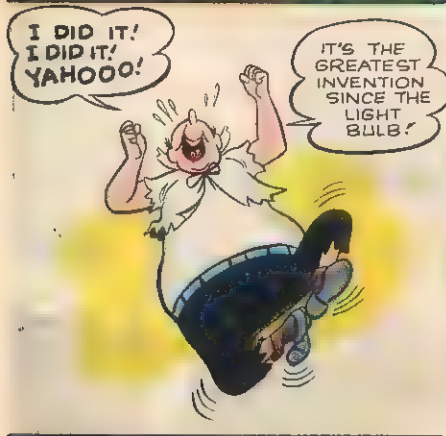
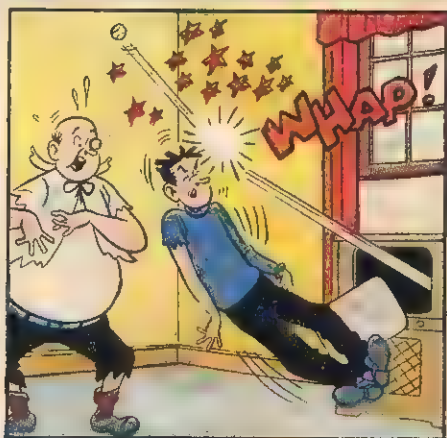
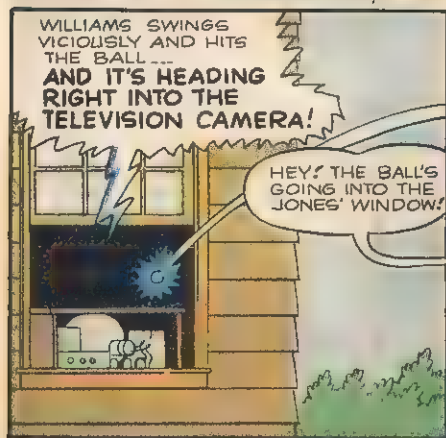
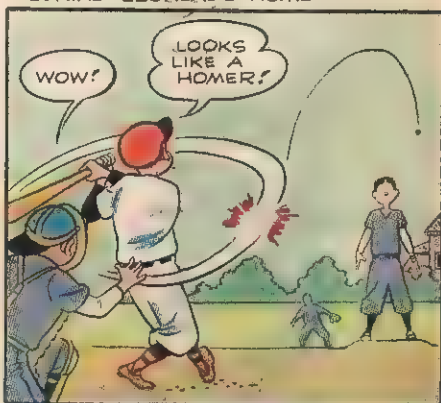


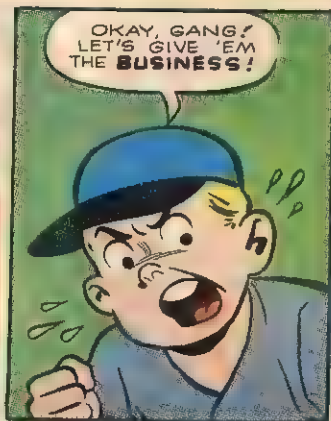
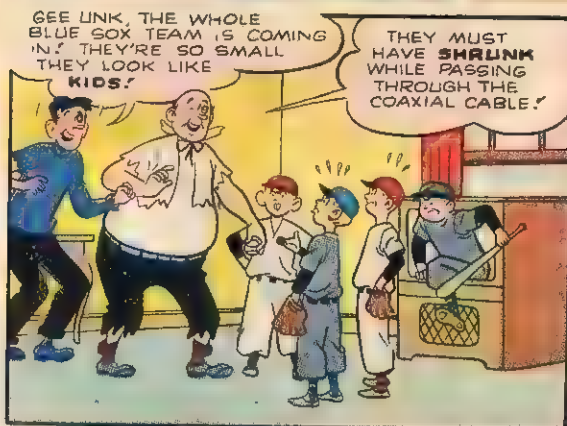
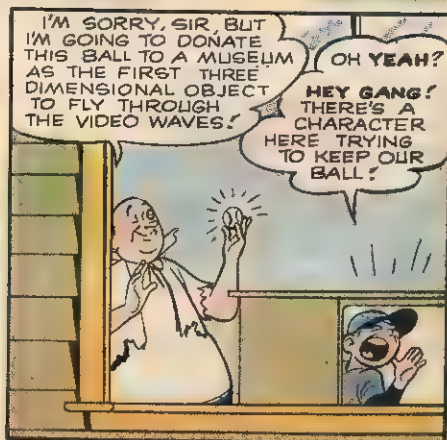
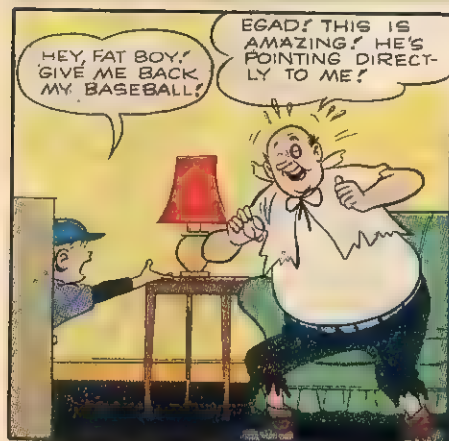
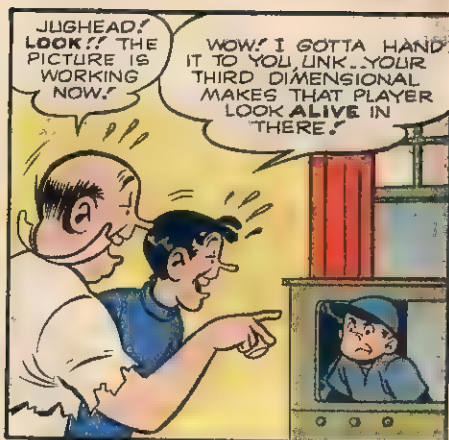
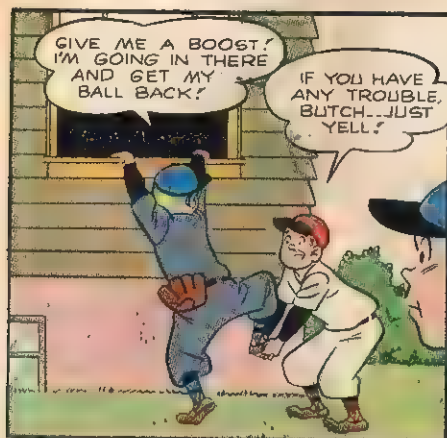
DON'T BOTHER, UNK!
I THINK YOU'VE FIXED
IT ALREADY..
PERMANENTLY!

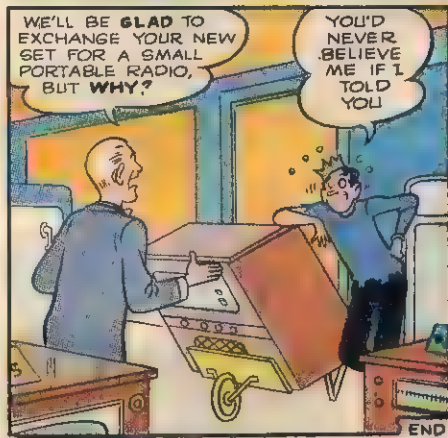
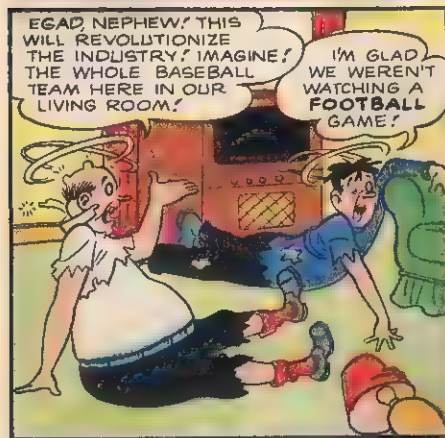
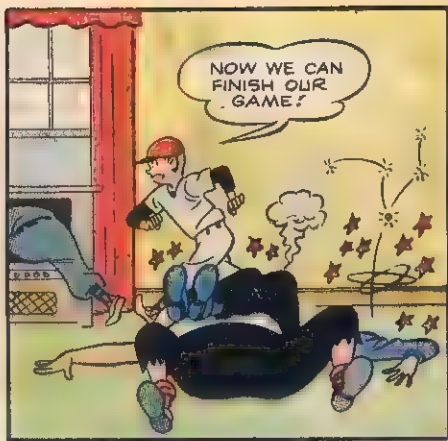
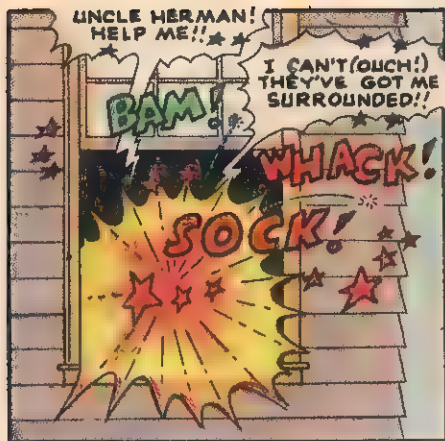
JUGHEAD!
LISTEN! THE
SOUND IS
COMING IN!



MEANWHILE...IN A VACANT LOT BEHIND JUGHEAD'S HOME







U.S. ROYAL

America's Fastest Selling Bicycle Tire...



United States Rubber

CYCLE TIRE DEPARTMENT
549 East Georgia Street
Indianapolis 6, Indiana

8 LATEST RECORD HITS \$1.00

Village of
St. Bernadette

Running Bear

One Minute More

First Name
Initial

The Big Hurt

Among My
Souvenirs

HERE ARE THE TITLES—SET No. 9

Village of
St. Bernadette
One Minute More
What About Us
First Name
Initial

Running Bear
You Got What
It Takes
Among My
Souvenirs
The Big Hurt

In Your Choice of 45 RPM or 78 RPM

IN STORES 8 RECORD HITS 89¢ EACH
COSTS \$7.12
OUR PRICE AT \$1.00 plus 10¢ postage
\$1.10

HERE ARE THE TITLES—SET No. 8

Unforgettable
Be My Guest
I've Been
Around
Danny Boy

Heartaches By
The Number
It's Time To Cry
Reveille Rock
Uh! Oh!

MONEY BACK GUARANTEE. They must be the nation's top 8 hits. I must be 100% satisfied, or I may return them for my full \$1.00 refund.

NOW YOU GET THE NATION'S TOP 8 RECORD HITS for only \$1.00 plus 10¢ postage. We do it by a revolutionary new process that puts 4 songs on each side of a record. So you get the HITS you want instead of an unwanted song or an unknown song on the back of a record.

YOU SAVE \$6.02

REMBRANDT CO., Dept. 238 ☐ Send Set No. 8
403 Market St., Newark, N. J. ☐ Send Set No. 9
☐ send 45 rpm ☐ send 78 rpm

Send the 8 RECORD HITS. I enclose \$1.00 plus 10¢ postage and handling. My money will be refunded if not satisfied. ☐ I enclose \$2.20. Send both sets

NAME _____

ADDRESS _____

CITY _____ STATE _____

"THIS MIGHT BE YOUR LIFE"

READ LIFE WITH Archie



COMICS

ON SALE ON OR ABOUT MAY 15, 1960

There's a famous U.S. Royal for your bike . . .

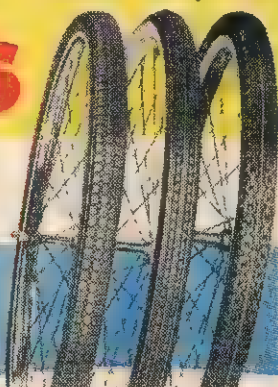
lightweight middleweight balloon

Bike Tires

For the newest in bicycle tires—look to U.S. Royals . . .

NEW tread designs for better road control—

NEW rubber compounds for extra wear, longer life.





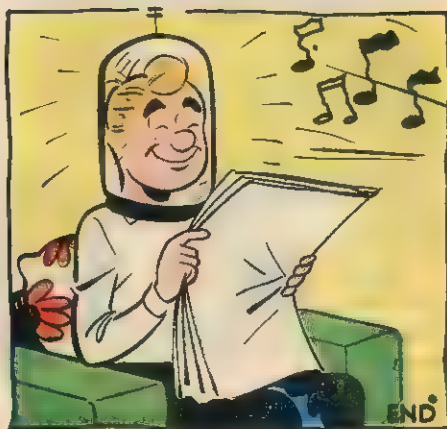
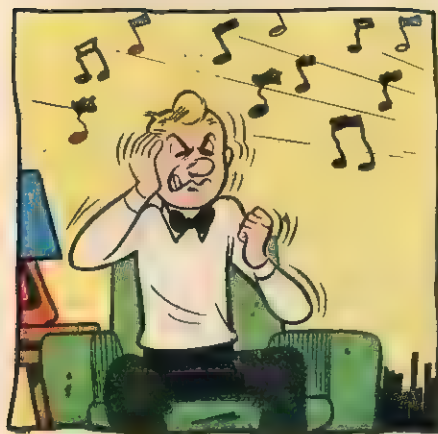
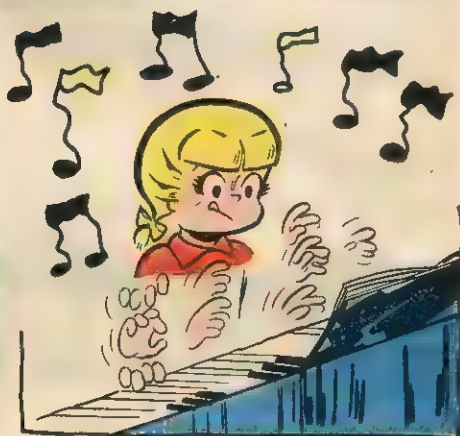
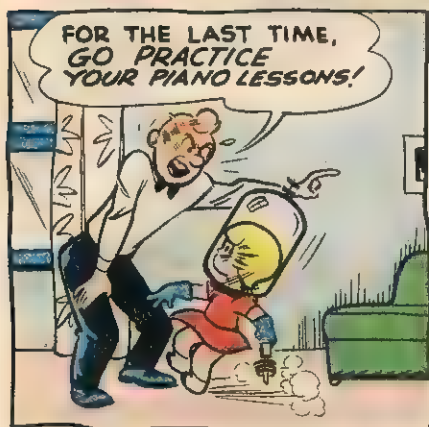
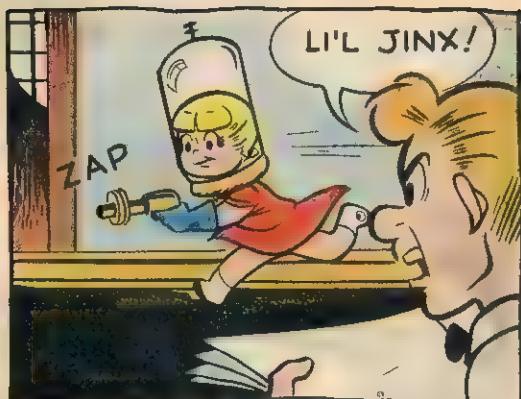
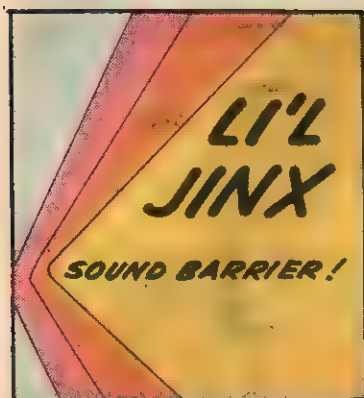
THE FIRST AMERICANS

Columbus, thinking he had found a new route to the Indies when he found the North American continent, named the natives "Indians". These natives that he found, which were forever after to be called Indians, were the first Americans. They are believed to have crossed over from Asia over 20,000 years ago, and were the first human beings to live on this continent, sharing the area with such long extinct creatures as the giant sloth and the mastodon.

Indians were hunters essentially, though some fished and farmed to a limited degree. Hundreds of different tribes divided into five main groups and spread across the territory which is now the United States. They had their own weapons, tools, art, music, religion, government and architecture. They played games they had devised and invented the snowshoe and the bark canoe. The democratic form of government evolved by the Iroquois tribes provided some of the basic ideas for the Constitution of the United States.

The Indians of this country were, and still are, a fine, cleanly, intelligent people, known for their crafts, their integrity and their Trojan-like stoicism. They lived off the land, a fine, rich land, before the white man came, and lived a healthy and useful life. They were what is termed "savages", it is true, but to the white people of that time the term stood for any group of peoples who did not conform to the social standards of the whites.

The Indian has been called the "Noble Red Man", and well he might, for there was great nobility in his character and the laws he made for his own kind were right and just. When their way of life, their food, their homes and land were threatened, the Indian fought back, and though they were incomparable horsemen and warriors, they were defeated by advancing civilization. Americans can be proud that the first Americans were the noble Red men.



Safety Deposit Bank Vault

GENUINE COMBINATION LOCK

- Saves Valuables
- Insures Privacy
- Only You Know The Combination
- All Metal Construction

Only \$1⁰⁰

Now for the first time, you can own your own safety deposit bank vault just like in a real bank, and this one has your own initials. Yes, this sturdy all metal beauty has its own combination and, every combination is different, with a special one that only you know. A flip of the dial locks the safe, and then your own combination opens it. Keep your money, secret possessions, valuables, etc. all inside where nobody but you can get them. There's no key to lose, because **ONLY YOU KNOW THE COMBINATION**. So don't delay. Order now, only \$1.00 plus 25¢ shipping charge.

MONEY BACK GUARANTEE

Honor House Products Corp. Dept. BC-1
Lynbrook, New York

Rush my Personalized Safety Deposit Bank Vault with its own combination lock at once. If I am not 100% delighted, I may return for prompt refund of full purchase price.

☐ I enclose 1.00 plus 25¢ shipping charges. Same money back guarantee.

☐ Send C.O.D. I will pay postman on delivery plus C.O.D. and shipping.

NAME.....

ADDRESS.....

10 DAY FREE TRIAL

Order now. If you are not 100% delighted, then simply return for prompt refund of full purchase price. Only \$1.00 plus 25¢ shipping charges.

14 sure-fire PARTY TRICKS

A BIG LAUGH

Now for the first time ever, you can have a "bag of magic tricks" of your own. Be the life of the party—the center of attraction. Each trick a "wow." Simple for you to pull—but the sort of gag that surprises, fools and draws a big laugh every time.

Set consists of:

1. Sneeze Powder
2. Nail thru Finger
3. Floating Sugar (will not dissolve)
4. Hindu Mystic Trick
5. Hot Seat Joke
6. Invisible Ink (writing fades away)
7. Snapping Chewing Gum
8. Trick Soap (hands get black)
9. Imitation Lit Cigarette
10. Hot Pepper Chewing Gum
11. Lovers Fun Card Set
12. Stinko Slinkers
13. Wonder Voice Thrower
14. Suckers Card Trick

The Set
Complete
Only
\$1⁰⁰

Griffin Products — Dept. 5-AC
Post Office Box 444, Great Neck, N. Y.

Please rush me Giant Set of 14 Sure-Fire Fun, Magic and Party Tricks. I am enclosing \$1.00 in full payment.

Name.....

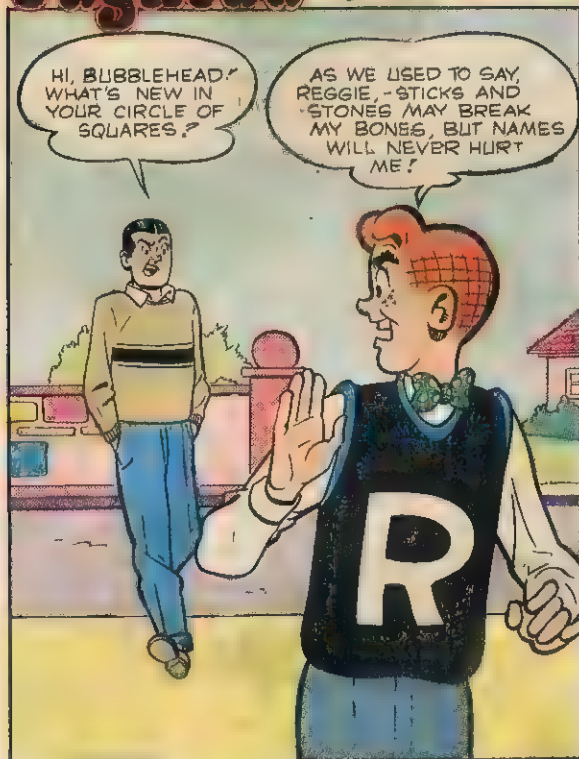
Address.....

City & Zone.....

State.....

RUSH COUPON TODAY...
MONEY BACK GUARANTEE

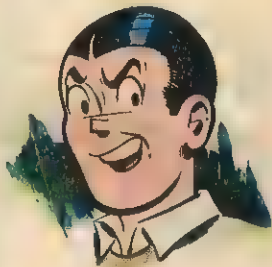
Jughead *the* SEARCH



SAY! WHERE ARE YOU GOING?



TO COLLECT A FEW STICKS AND STONES!

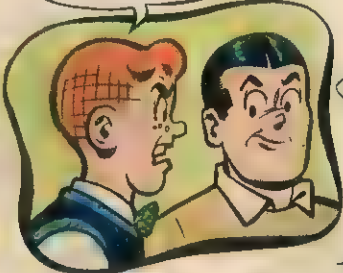


YOU'VE GIVEN ME A PRETTY GOOD IDEA!



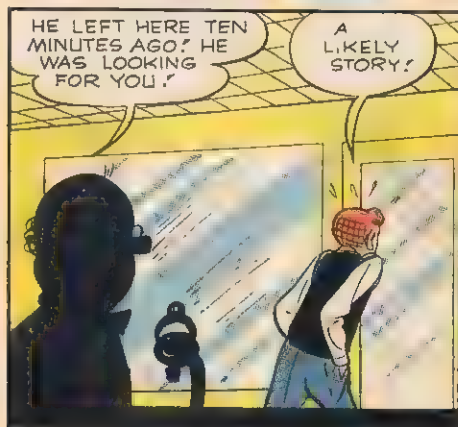
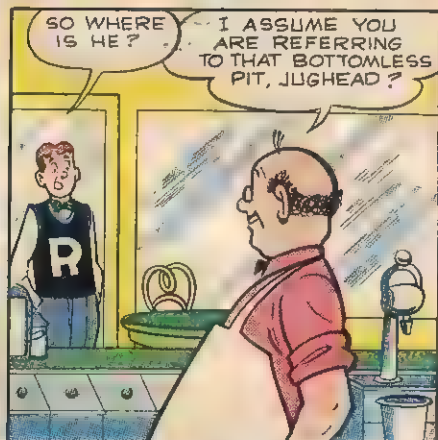
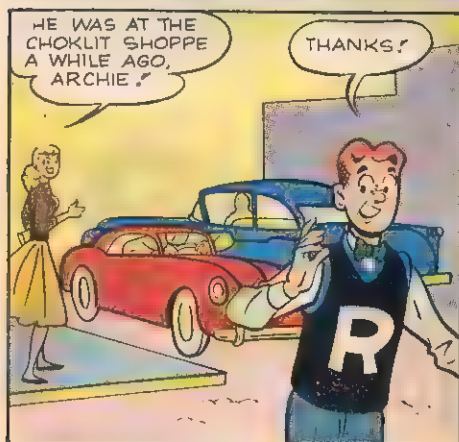
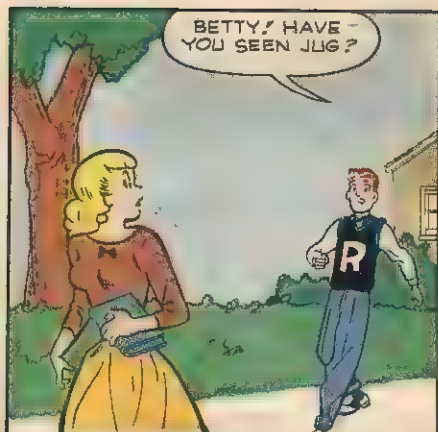
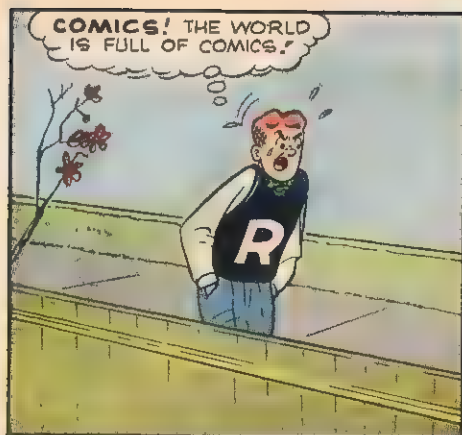
NEVER MIND THE COMEDY, FLAT-TOP! HAVE YOU SEEN JUGHEAD?

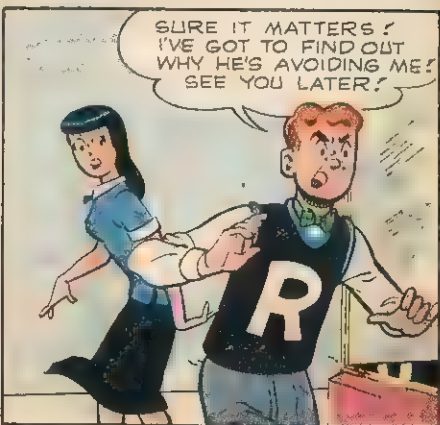
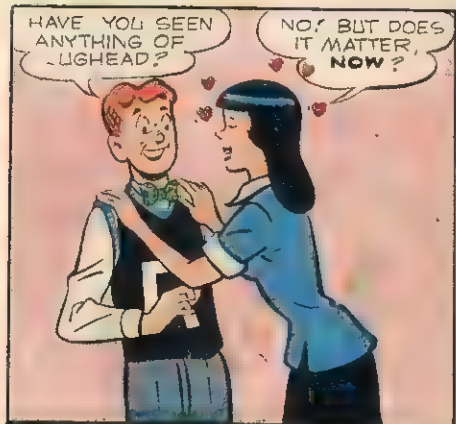
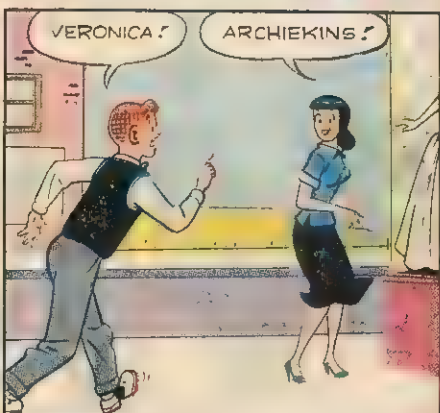
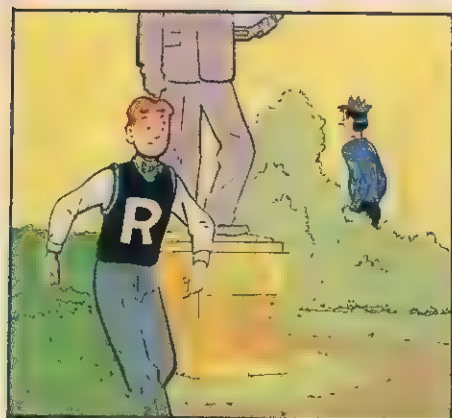
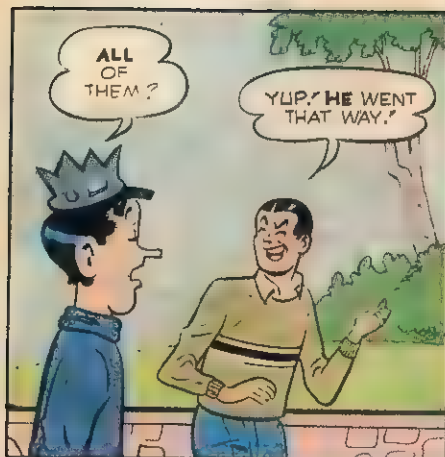
NOPE!

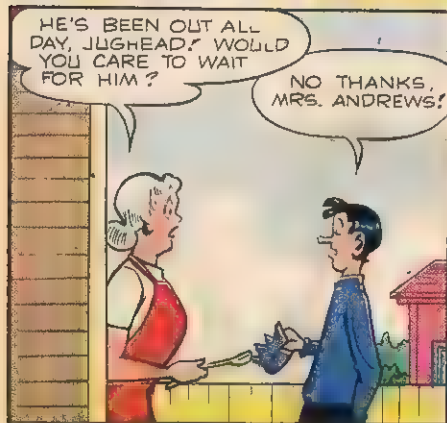
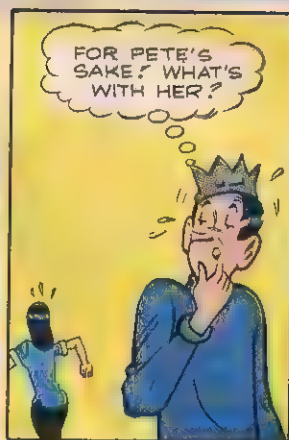
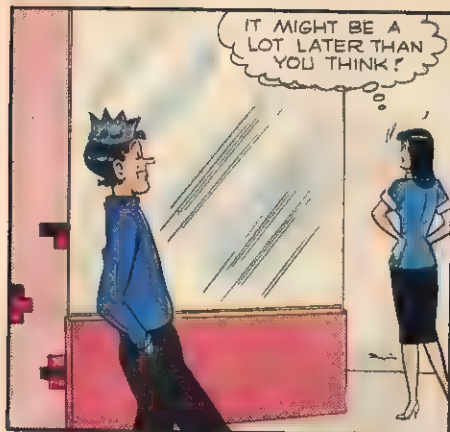


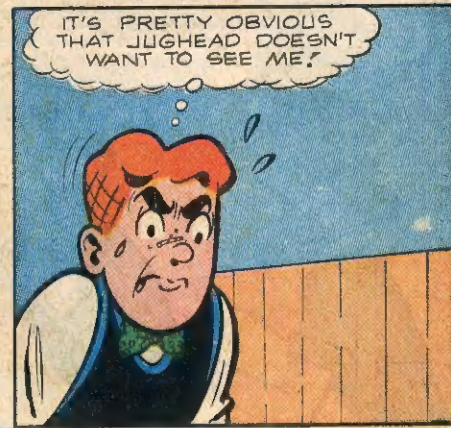
THIS HAS BEEN MY GOOD DAY SO FAR!

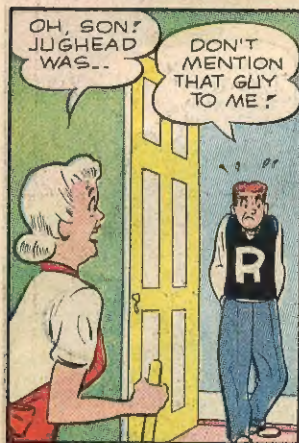
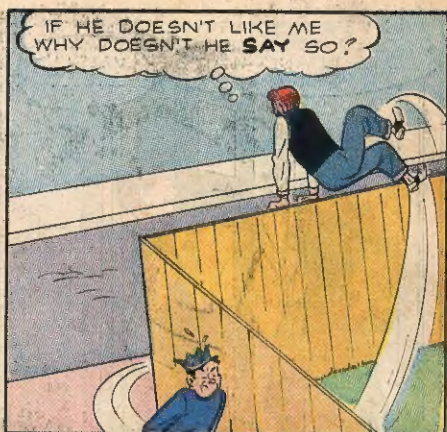




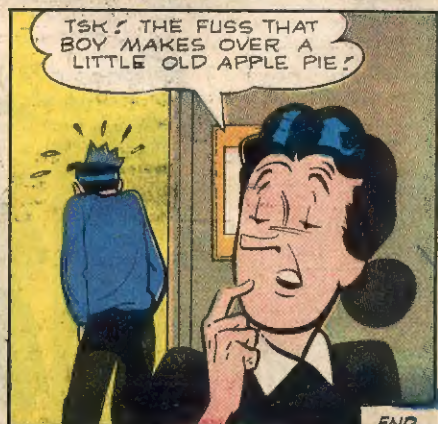
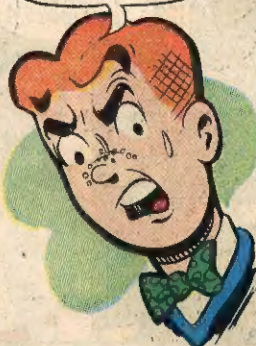








I'M THROUGH WITH HIM!



END

Don't Be Half A Man!

Let Me SHOW How I Can Make You a REAL HE MAN
from Head to Toe—in Just 15 Minutes a Day!

ARE YOU:

- Skinny and Run Down?
- Always Tired?
- Nervous?
- Shy and Lacking in Confidence?
- Overweight and Short of Breath?
- Lacking in Vim and Vigor?
- Fat or Flabby?
- Slow at Sports?
- Do You Want to Gain Weight?
- Tired of being bullied?
- Ashamed of your Half-Man Build?

NOBODY would ever call an Atlas Champion "Half A Man." They wouldn't dare. And nobody has to settle for "Second Best" . . . be "pushed around" by huskier fellows . . . or go through life feeling HALF - ALIVE. CHARLES ATLAS, himself, tells you what you can do about it—and FAST—right on this page!

Here Are Just a Few of the Men I've Turned into Atlas Champions!

Five inches of New Muscles
"That is what you have done for me—and in almost no time."
—C. W., W. Va.



"New Health and Strength"
"I feel like a lion. I can easily lift 185 pounds. You gave me new health, strength, and a perfect build."
—W. D., N. Y.



Proud of His Build New
Gained 20 pounds. "My whole upper trunk is now in proportion to the rest of my body. I'm really proud of my body, thanks to you."
—P. V., Va.



Make Wonderful Progress
"I am sending you this snapshot showing my wonderful progress."
—W. G., New Jersey

Take a good honest look at yourself! Are you proud of your body or are you satisfied to go through life being just "half the man" you could be?

NO MATTER how ashamed of your present physical condition you may be—how old or young you are—you have the DORMANT muscle power in your God-given body to be a real HE-MAN. Believe me, I know because I was once a 97-pound HALF-ALIVE weakling. People laughed at my build . . . I was ashamed to strip for sports . . . shy of girls . . . afraid of competition.

Then I discovered the secret that changed me into "The World's Most Perfectly Developed Man." The secret I have shared with thousands of fellows to turn them into marvelous physical specimens — REAL HE-MEN from head to toe!

My Secret Builds Muscles FAST!

My Secret is "Dynamic Tension." It's the NATURAL easy method you can practice right in the privacy of your own room — JUST 15 MINUTES EACH DAY — while your scrawny chest and shoulder muscles swell so big they almost split your coat seams . . . you get sledge hammer fists, a battering ram punch . . . ridges of solid stomach muscle . . . mighty legs that never tire!

NO theory. No gadgets or contraptions. When you develop your strength through "Dynamic Tension," you can laugh at artificial muscle makers. You simply use the SLEEPING muscle-power in your own body almost unconsciously every minute of the day — walking, bending over, even while sitting! — watch it increase, and multiply until you're covered with a brand-new suit of beautiful SOLID MUSCLE. You're a REAL HE-MAN!

Charles Atlas

Holder of the title "The World's Most Perfectly Developed Man."



VALUABLE TROPHY GIVEN AWAY

Be the envy of friends! Win this strikingly handsome "Atlas Champions" trophy, over 1 1/2 ft. high! All pupils eligible.

FREE My 32-Page Illustrated Book is Yours—
Not for \$1.00 or 10c—But FREE

Send NOW for my famous book showing how "Dynamic Tension" can make you a new man. 32 pages packed from cover to cover with actual photographs, valuable advice, answers to many vital questions. This book is a real prize for any fellow who wants a better build. Yet I'll send you a copy absolutely FREE. Just glancing through it may mean the turning point in your life! Rush the coupon to me personally.

CHARLES ATLAS, Dept. 156, 115 East 23rd St., New York 10, N. Y.

CHARLES ATLAS, Dept. 156
115 East 23rd St., New York 10, N. Y.

Dear Charles Atlas: Here's the Kind of Body I want:

- | | |
|---|--|
| ☐ More Weight—Solid—in | ☐ Powerful Arms, Legs, Grip |
| ☐ The Right Places | ☐ Slimmer Waist, Hips |
| ☐ Broader Chest, Shoulders | ☐ Better Sleep, More Energy |

Send me absolutely FREE a copy of your famous book showing how "Dynamic Tension" can make me a new man—32 pages, crammed with photographs, answers to vital questions, and valuable advice. No obligation.

NAME.....AGE.....
(Please print or write plainly)

ADDRESS.....

CITY.....ZONE.....STATE.....



**WIN A BEAUTIFUL
SIGNET RING
ENGRAVED WITH YOUR OWN INITIAL**

Ring is a real beauty! Made of sturdy, nickel silver, polished and rhodium plated for bright, long wear. Size is quickly adjustable to fit any finger!

**DON'T
WAIT!
MAIL
COUPON
NOW!**

**BE FIRST
WIN YOUR
VERY OWN
SIGNET
RING**

IT'S FUN! IT'S EASY!

★ *All you do is...* ★

NAME THESE FAMOUS U. S. PRESIDENTS



Just Get All 4 Right... We'll Send Your

GENUINE NICKEL SILVER SIGNET RING ABSOLUTELY FREE!

(A really terrific ring — made up with your own initial)

Also we'll mail **BIG CATALOG** showing Bikes, Dolls, Guns, Watches, etc. — You can get at no cost! You'll be tickled pink and proud as a peacock to wear this strikingly beautiful ring. Wait till you see it! And it's so easy to win. Simply check on coupon the correct names of the 4 famous American Presidents shown in the pictures above and mail to us. If you name all 4 Presidents correctly, we will send you **ABSOLUTELY FREE** your OWN **PERSONAL SIGNET RING** — made up with your own

initial (you may have your choice of first letter of either first or last name). Also, we will send you big FREE CATALOG of wonderful PREMIUMS—Bikes, Wrist Watches, Guns, Dolls and dozens of others—and tell you how to get them at no cost! Simply offer White CLOVERINE BRAND SALVE, easily sold to friends, relatives and neighbors, at 50¢ a package, and choose your PREMIUM or CASH COMMISSION. But right now, name correctly the Presidents shown above and get your BEAUTIFUL SIGNET RING—ABSOLUTELY FREE! Rush coupon today!

**HURRY! HURRY! CHECK YOUR
ANSWERS ON THE COUPON...**

**Then mail coupon to win your
BEAUTIFUL SIGNET RING**

Win genuine nickel silver SIGNET RING — ABSOLUTELY FREE! Just name correctly the 4 famous American Presidents pictured above. Check names on coupon—fill in rest of coupon and mail to us. IT'S EASY TO WIN—ACT NOW!

WILSON CHEMICAL CO.
DEPT. 140-21 TYRONE, PA.

**MAIL THIS COUPON TODAY!
WIN A BEAUTIFUL SIGNET RING!**

Wilson Chemical Co., Dept. 140-21 Tyrone, Pa.

Famous American Presidents shown in pictures are (check 4 only)

☐ George Washington ☐ Theodore Roosevelt ☐ Thomas Jefferson
☐ Abraham Lincoln ☐ Ulysses Grant ☐ James Madison

If I am a winner, rush my GENUINE NICKEL SILVER SIGNET RING and 14 packages of White CLOVERINE BRAND SALVE to sell at 50¢ a package. I will remit amount asked within 30 days, select a PREMIUM or keep CASH COMMISSION as explained under Premium in Catalog sent with order, postage paid to start.

NAME _____ AGE _____

STREET _____ RD _____ BOX _____

TOWN _____ ZONE _____ STATE _____

I want my Ring with this initial _____

[illegible][illegible]

 Paste coupon on post card or mail in envelope today!